RJ Reynolds Tobacco Company

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March 10, 1997

RJR Account # 839530
CONTINENTAL TOBACCO
144 ATCO AVE.
ATCO, NJ 08004

**April Doral B2GF Lighter #700050**

To: CONTINENTAL TOBACCO

Doral product and shippers have been packed and are available for you at your wholesale supplier **M.BERNSTEIN & SONS**. If you have changed suppliers or this is not your current supplier, please call our Operations Office at 610-280-9120 and provide us with updated information for future promotions.

A retail account listing for this promotion is attached, please ship the nubers of displays indicated to your accounts on this listing.

| | |
|---|---|
| Quantity of Shippers: | 10 |
| These shippers will service: | 46 Retail Stores |
| Ship Date to retail | Week of April 14, 1997 |
| Retail Sales Offer per SKU | 20 Offers |
| Brand Assortment: | Doral - Various Brands |
| Billing per SKU | 4 Saving Priced Cartons |

**Promotion Description:** Utilizes self-contained shipper. Shipper has 20 pack display.

**Ship the number of displays to each account as noted on the enclosed retail account listing.**

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Doral B2GF Lighter
Account: CONTINENTAL TOBACCO / 839530

Attached is a list of retail accounts authorized to receive the packed displays.

**Important Note:** If any of the accounts on the attached VAP listing refuse delivery or send the promotional shipper back to you, please contact our Operations office at 610-280-9120. We will arrange to have our sales representatives re-sell the product for you .

For additional information or questions please contact your RJR Representative: Robert Fricke

As always, thanks for your assistance in the marketing of our products

Warm Regards,

Mark

M. J. Goodman

cc: Robert Fricke



Source: https://www.industrydocuments.ucsf.edu/docs/gycp0000

BPEN54R2 WORKPLAN VAP SUBJOBBER TEMPLATE LISTING

PAGE: 19
DATE: 97-02-12
TIME: 01:40 PM

DIRECT WHSLR : 536808 M. BERNSTEIN & SONS
INDIRECT WHSLR: 839530 CONTINENTAL TOBACCO
TEMPLATE : 700050 70400 DORAL APR LTR
PLATE SEQ : 0004
BS LEVEL : 13XXXX

| TERR | RETAIL | ACCT | NAME | ADDRESS | CITY | ST | ZIP | QTY | TAX | CHAIN-ID | SUPPLIER | ACCT | PHONE # |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 133407 | 133428 | 507444 | BUTTS & BETS VI | 144 ATCO AVE | ATCO | NJ | 08004 | 5 | | 5283-0000 | 99 | (609) | 543-1234 |
| 133404 | 133428 | 659283 | BUTTS & BETS #8 | 513 BLACK HORSE P | RUNNEMEDE | NJ | 08076 | 5 | | 5283-0000 | 8 | (609) | 939-6315 |
| 133403 | 133428 | 724603 | BUTTS AND BETTS | 507 BLACK HORSE P | TURNERSVILLE | NJ | 08012 | 5 | | 5283-0000 | | (609) | 374-3003 |
| 133403 | 133423 | 711470 | BUTTS AND BETS #9 | 1212 COOPER RD | DEPTFORD | NJ | 08096 | 5 | | 5283-0000 | | (609) | 848-7567 |
| 133404 | 133430 | 962444 | BUTTS N BETS II | 604 W KINGS HWY | MOUNT EPHRAIM | NJ | 08059 | 5 | | 5283-0000 | 2 | (609) | 933-3644 |
| 133407 | 133425 | 356462 | BUTTS N BETS IV | 213 S BURNT MILL | VOORHEES | NJ | 08043 | 5 | | 5283-0000 | 99 | (609) | 795-4468 |
| 133403 | 133428 | 084924 | BUTTS N BETS I | 54 PARK BLVD | CLEMENTON | NJ | 08021 | 5 | | 5283-0000 | 1 | (609) | 783-7205 |
| 133403 | 133428 | 563052 | BUTTS N BETS III | 598 CHEWS LANDING | LINDENWOLD | NJ | 08021 | 5 | | 5283-0000 | 3 | (609) | 627-3346 |
| 133408 | 133430 | 855116 | DELMONTE NEWS | 2999 MOUNT EPHRAI | CAMDEN | NJ | 08104 | 1 | | | | (609) | 962-6929 |
| 133408 | 133430 | 510615 | SHELL FOOD MART | 1033 KAIGHNS AVE | CAMDEN | NJ | 08103 | 5 | | 5283-0000 | | (609) | 342-9836 |

PAGE BREAK TOTAL ACCOUNTS 10 TOTAL QUANTITY 66

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